



DODGE CITY

COMMUNITY COLLEGE

Center for Business and Industry

Presents: Founder and Director of The Wichita State University Center for Entrepreneurship, Fran Jabara, and Associate Director Ron Christy, with Dr. Ivan Brown and Dr. Gerald Graham of the Frank Burton School of Business.

Entrepreneurship: Startup, Innovation, & Growth



October 6 - 7, 1989
Dodge City
Community College
Dodge City, Kansas

Entrepreneurship: Startup, Innovation & Growth

The seminar entitled, "Entrepreneurship: Startup, Innovation & Growth" is designed to provide the participants the opportunity of gaining a comprehensive overview of business creation issues as well as gain a basic understanding of how the entrepreneur manages innovation and growth in a successful business. Specific modules covering the start-up, marketing analysis of a designated market, source and method of finance, management of growth, and leadership will be included.

The format will involve both the Director of the Center for Entrepreneurship at Wichita State University, Fran Jabara, and the Association Director, Ron Christy. Also involved from the Department of Management is Dr. Ivan Brown and the Clinton Chair holder, Dr. Gerald Graham. Sessions are designed to involve participant/presenter interaction.

**Dodge City Community College
Center for Business & Industry**
For More Information
Call 225-1321 Ext. 330
or 1-800-742-9519

Workshop Speakers and Instructional Team

Professor Fran Jabara is the founder and director of The Center for Entrepreneurship at Wichita State University. The Center, founded in 1977, was one of the first comprehensive programs in the nation devoted to entrepreneurial education.

Professor Jabara has been a Distinguished Professor in Business at Wichita State since 1971. He joined the university faculty in 1949, and served for seven years as Dean of the College of Business Administration.

Professor Jabara is a nationally-known management consultant, and a widely-respected speaker on the subjects of entrepreneurship, financial control, and growth management. He is currently serving on the board of directors of a number of corporations, including Southwind Software, Sheplers, National Pizza Company, and Union National Bank.

A certified public accountant, Professor Jabara received his undergraduate degree from Oklahoma State University, and completed graduate studies at Northwestern University.

He is currently active in many civic and professional organizations at the local, state and national levels. Professor Jabara is a board member of Kansas, Inc., and was the chairman of the Kansas delegation to the 1986 White House Conference on Small Business. Recently he was awarded the prestigious Leavay Award for Excellence in Private Enterprise Education by the Freedoms Foundation.

Ron Christy is the Associate Director of the Center for Entrepreneurship at Wichita State University. He has been on the faculty for 16 years and has taught 19 different courses, including marketing, research and statistics, management, and entrepreneurship classes.

Christy has published three books including *The Complete Information Bank for Entrepreneurs* and *Small Business Managers*, published by the American Management Association, and the most recent, *Entrepreneurship: Your Future In Business*. Both Books were co-authored with Dr. Billy M. Jones.

In addition to his academic accomplishments, he has owned seven different businesses including, a furniture manufacturing company, furniture retail and wholesale firm, a packing, shipping and crating company, and a consulting firm.

Dr. Gerald H. Graham holds the R.P. Clinton Distinguished Professor of Management Chair in the W. Frank Barton School of Business at Wichita State University. Dr. Graham was awarded the WSU Excellence in Teaching Award and the George Lewis Teaching Award. He has authored four books in the area of management and human relations.

Graham writes *The Applied Management Newsletter*, a monthly training publication, and currently writes a twice-monthly management column for the Knight Ridder newspaper chain.

Dr. Ivan E. Brown is an assistant professor of management in the Barton School of Business at the Wichita State University. He teaches leadership and organization development and has earned the exceptional teaching award in the Barton School.

Ivan consults with many businesses such as Pizza Hut, Inc. on issues of leadership and management. Ivan also is involved in three small businesses, including a medical products manufacturing company, a packing, shipping and crating company, and a real estate investment firm.

Enrollment Form

Yes, I am interested in your
2 day workshop.

____ / ____ / ____ (Date) Social Security # _____ Age _____

Name-Last _____ First _____ Middle _____

Address _____

City _____ State _____ Zip _____

Daytime phone _____ Evening phone _____

Place of Employment _____ Self-employed _____

Area of Business Interest _____

Educational Background _____ Degree _____

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DODGE CITY COMMUNITY COLLEGE

Center for Business & Industry
2501 N. 14th Ave
Dodge City, Kansas 67801

DODGE CITY

COMMUNITY COLLEGE

Sally Luallen, Campus Mail Box 90, Ext. 330

2501 North 14th Avenue

Dodge City, KS 67801-2399

(316) 225-1321 or toll free in KS:

1-800-742-9519

Seminar Schedule

Friday, October 6, 1989

5:00 - 7:00 p.m. Registration
7:00 - 9:00 p.m. Banquet and Keynote Speaker

Saturday, October 7, 1989

8:30 - 9:30 a.m. "Entrepreneurship: A Look at the Future"
Professor Fran Jabara
9:30 - 10:30 a.m. "Determining Market Potential and Building a Market Model for New Business Startup"
Ron Christy
10:30 - 10:45 a.m. Networking Break
10:45 - 12:00 p.m. "How to Manage Change in a Growing Business"
Dr. Gerald Graham
12:00 - 1:00 p.m. Networking Luncheon
1:00 - 2:15 p.m. "Growing a Business: Leadership Dynamics"
Dr. Ivan Brown
2:15 - 2:30 p.m. Networking Break
2:30 - 3:30 p.m. "Buy, Sell, Finance and Control"
Professor Fran Jabara
3:30 - 4:30 p.m. "How to Prepare a Written Business Plan"
Ron Christy
4:30 p.m. Wrap Up
Jabara/Christy

NON-PROFIT ORGANIZATION

Bulk Rate

U.S. Postage

PAID

Dodge City, KS 67801-2399

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